

BULLDOG
Award Winner

Backtalk
News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

**Welcome to our
new clients:**



**Take Me Out to the
Ballgame!**



Summer's here and it was
time to get out of the
office and over to AT&T

Next New Big Thing: Advertising Metrics on Podcasts



By **Greg Bortkiewicz**, LCI Senior Account Executive & Digital Specialist
I'm a huge **podcast** fan. Podcasts have made my hour-long commute each morning not only bearable, but enjoyable. Whether I'm in the mood to be informed or entertained, there is a podcast for everything. I've become a loyal subscriber to a handful of shows (shout out to '[Four Finger Discount](#),' the podcast that reviews episodes of America's greatest export: **The Simpsons**). I've also found podcast advertisements to feel less intrusive than on other media. Occasionally I'll skip ads on a podcast, depending on how many occur in a row - that is, if I can be bothered to take my phone out of my pocket!

Park. LCI watched the San Francisco Giants crush the Colorado Rockies. In the process, we enjoyed the (fleeting) SF sunshine, a few beers and many hot dogs.



What's New with Giant Step Digital?



Follow LCI's digital division Giant Step Digital on Twitter for all the latest tips to make your brand stand out in the digital world.

[@GiantStepD](https://twitter.com/GiantStepD)

Regardless of how many ads I skip, I can reel off a list of companies who I know advertise on podcasts. The key is that these companies advertise on multiple shows and run long campaigns.

Many companies are reluctant to advertise on podcasts. Why? Because it's still a relatively new medium and there is a distinct lack of metrics available. Currently, the only audience data is the number of subscribers to a podcast along with the number of downloads of an episode.

This may be about to change. The American Public Media show [Marketplace](#) reported that Apple would soon make more metrics available. These metrics are targeted to include when people listen, where they listen, when they bail out during an episode and if they listen to ads. This data would not only be useful for advertisers, but for the podcasts themselves. Here at LCI, we're taking a renewed look at podcasts, our clients and possible ROI. So to quote Frasier Crane, "I'm listening..."

LCI Client Spotlight: Native Trails

LCI client [Native Trails](#) is a manufacturer and designer of beautiful and sustainable kitchen and bath furniture. We're delighted to have represented the company for three+ years.



Here are **5 Fast Facts** (you might not have known) about **Native Trails** (be sure to check out their hand-crafted products [online](#)):

1. CEO Naomi Neilson Howard started the company when she was a college student, literally out of the trunk of her car.
2. The artisans who hand-hammer the luxurious copper sinks and tubs can strike smaller pieces around 30,000 times. The double walled tubs can take up to 700,000.
3. Local artisans in San Luis Obispo, CA (Native Trails' home HQ) use recycled wine barrel staves to create beautiful bathroom furniture.
4. **Native Trails** takes its beautiful location seriously. This year, the company instituted the **Native Trails Challenge** for staff. Everyone explored the great hiking trails right in the company's backyard.
5. [HGTV](#) stars **Kortney & Dave** (of [Masters of Flip](#)) flipped for Native Trails' tubs, as evidenced in the photo below:



**And The Winner Is...LCI -
again!**



[Ragan's PR Daily's Ace Awards](#) honored LCI as America's #1 (Small) Agency of the Year - for the second year in a row.

We've also been named to [San Francisco Business Times'](#) list of fastest growing family-owned companies.

And, [TopPRAgencies.com](#) named LCI one of America's top five social media agencies.

LCI Awards:



#1 Social Media Agency in the U.S.



US' Best Small PR Agency
US' Best Healthcare PR Agency
2016 Video Award



Social Media Award
Breaking News Award



Let's get social. Follow, like and engage with LCI!



Landis Communications Inc. (LCI)

1388 Sutter St. #901

San Francisco, CA 94109

415.561.0888, ext. 2300

david@landispr.com

info@landispr.com

www.landispr.com